

KNXV



ORDER

Flight Dates 08/06/12-08/12/12

KNXV-TV PHOENIX

Contract / Revision 303359 /

Original Date / Revision 07/06/12 07/06/12

Advertiser/Fake / Republican / US Sen

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC
Sales Region NAT
Agency Ref

Advertiser Ref

Order Sep 00:20:00
Estimate # 806812
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL
Product Codes PL
Priority P-6
CAND

Dave Lombardo
Tanya Winscott

100%
%

Account Executive Start Date End Date

Primary Account Executive
Dave Lombardo

Order Share % Market Value
Competing Station % of Order
Amount

CABLE
KASW
KDRX
KPHO
KPNX
KPPX
KSAZ
KTVK
KTVW
KUSK
KUTP
UNKWN
100%

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	46	\$22,036.25	\$25,925.00	0.00	07/30/12	08/12/12	46	\$22,036.25	\$25,925.00
Totals	46	\$22,036.25	\$25,925.00	0.00					

Order Totals

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
Totals															

Jeopardy
Start Date End Date Weekdays
Week: 08/06/12 08/12/12 11111--
Spot Ch Date Range Description
5 KNXV 08/06/12-08/12/12 M-F 430pm-5pm
See MG 1.6
[Special Program. Cardinal Presession is scheduled to air on 8/10. (Taylor 6/28)]
6 KNXV 08/06/12-08/09/12 M-F 430pm-5pm

Spots/Week Rate Rating
5 \$225.00 0.00
Start/End Time
430pm-5pm
Weekdays Length Rate Rtg Type
MTWThF--- :30 (\$225.00) 0.00 NM

MTWTh----- :30 \$225.00 0.00 NM



Contract / Revision 303359 Flight Dates 08/06/12-08/12/12
 Original Date / Revision 07/06/12 / 07/06/12
 Advertiser Flake / Republican / US Ser Product Flake For Senate

Order Sep 00:20:00
 Estimate # 806812

Hiatus Dates

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
Jeopardy Week: 08/06/12 08/12/12 11111-- Start Date End Date Ch Date Range Description Spot MG for 1.5 08/10															
E 2	KNXV	08/11/12	08/11/12	Sa 5pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
Sa 5p-530pm News Week: 08/06/12 08/12/12 -----S- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
3	KNXV	08/12/12	08/12/12	SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
SU 430pm-5pm Week: 08/06/12 08/12/12 -----S Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
4	KNXV	08/06/12	08/10/12	M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
M-F 7-9am Week: 08/06/12 08/12/12 22222-- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
5	KNXV	08/07/12	08/09/12	M-F 5pm-530pm	CM	5pm-530pm	-1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
M-F 5pm-530pm Week: 08/06/12 08/12/12 -1-1---- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
E 6	KNXV	08/06/12	08/10/12	M-F 5pm-530pm	CM	5pm-530pm	1-11---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
M-F 5pm-530pm Week: 08/06/12 08/12/12 1-11--- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
E 7	KNXV	08/06/12	08/10/12	ABC World News M-F	CM	5:30pm-6:30pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
ABC World News M-F Week: 08/06/12 08/12/12 1-1-1-- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
8	KNXV	08/06/12	08/08/12	M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
M-F 6pm-630pm Week: 08/06/12 08/12/12 1-1---- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
9	KNXV	08/06/12	08/10/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
10pm News Week: 08/06/12 08/12/12 11111-- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															
10	KNXV	08/11/12	08/11/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
10pm News Week: 08/06/12 08/12/12 11111-- Start Date End Date Ch Date Range Description Spot MG for 2.2 [NA. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News MG for 2.1 08/11															



Contract / Revision 303359 Flight Dates 08/06/12-08/12/12

Original Date / Revision 07/06/12 / 07/06/12

Advertiser Flake / Republican / US Sen Product Flake For Senate

Estimate # 806812

Order Sep 00:20:00

Hiatus Dates

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

Week: 08/06/12										Week: 08/06/12										Week: 08/06/12										Week: 08/06/12									
Start Date										Start Date										Start Date										Start Date									
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11 KNXV 08/12/12										08/12/12																													

13	KNXV	08/11/12	08/11/12	SA 630pm-7pm	SA 630pm-7pm	Week: 08/06/12	08/12/12	-----S-	CM	630pm-7pm	1	\$250.00	0.00	Rating	Spots/Week	1	\$250.00	0.00	0.00	NM	1	\$250.00	0.00	0.00	NM	1	\$250.00	0.00	0.00	NM
14	KNXV	08/06/12	08/06/12	Monday Prime C	Monday Prime C	Week: 08/06/12	08/12/12	M-----	CM	9pm-10pm	1	\$1,000.00	0.00	Rating	Spots/Week	1	\$1,000.00	0.00	0.00	NM	1	\$1,000.00	0.00	0.00	NM	1	\$1,000.00	0.00	0.00	NM
15	KNXV	08/08/12	08/08/12	Wednesday Prime C	Wednesday Prime C	Week: 08/06/12	08/12/12	--W----	CM	9pm-10pm	1	\$1,000.00	0.00	Rating	Spots/Week	1	\$1,000.00	0.00	0.00	NM	1	\$1,000.00	0.00	0.00	NM	1	\$1,000.00	0.00	0.00	NM
16	KNXV	08/09/12	08/09/12	Thursday Prime A	Thursday Prime A	Week: 08/06/12	08/12/12	---T---	CM	7pm-8pm	1	\$1,000.00	0.00	Rating	Spots/Week	1	\$1,000.00	0.00	0.00	NM	1	\$2,000.00	0.00	0.00	NM	1	\$2,000.00	0.00	0.00	NM
17	KNXV	08/09/12	08/09/12	Thursday Prime B	Thursday Prime B	Week: 08/06/12	08/12/12	---T---	CM	8pm-9pm	1	\$2,000.00	0.00	Rating	Spots/Week	1	\$2,000.00	0.00	0.00	NM	0	\$0.00	0.00	0.00	NM	0	\$0.00	0.00	0.00	NM
Credited																														
1 KNXV 08/06/12-08/12/12 Thursday Prime B																														
Spot Ch Date Range Description																														
Week: 08/06/12 08/12/12																														
Start Date End Date																														
Weekdays																														
Spots/Week Rate																														
Start/End Time																														
8pm-9pm																														
Weekdays Length Rate Rig Type																														
---Th----- :30(\$1,500.00) 0.00 NM																														

KNXV



KNXV-TV
PHOENIX

Contract / Revision 303359

Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 07/06/12 / 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Sen

Product Flake For Senate

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 20	KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
MG for Ln3 17																
		Start Date	End Date	Weekdays												
		08/06/12	08/12/12	---T---												
		Week: 08/06/12														
		Spots/Week	Rate	Rating												
		1	\$5,000.00	0.00												
Totals															46	\$25,925.00
*Tax 1 Note: Tax 0.5%.																

*Tax 1 Note: Tax 0.5%.